



# AMPed FEST



Presented by the Touro Infirmary Foundation  
and ATLAS, a limb loss support group

## SPONSORSHIP

April 21st, 2018



# ABOUT

## **WHAT IS AMPed FEST?**

AMPed FEST is a first of its kind festival combining everything you've come to love from local festivals with an opportunity to celebrate, learn about, and support the local community of persons with limb loss. Presented by the Touro Infirmity Foundation and in conjunction with ATLAS at Touro, a local Amputee Coalition support group, AMPed FEST will include live music, food, New Orleans passion and a forum to learn, gain appreciation, highlight local services, resources, and technology that are utilized by this population.

## **WHO DOES AMPed FEST SUPPORT?**

AMPed Fest supports the efforts of ATLAS, a New Orleans based support group for persons affected by limb loss. ATLAS was founded in the partnership between the Amputation Specialty Program at Touro Rehabilitation Center and the Amputee Coalition. ATLAS is an acronym that spells out the groups mission, Amputees Together Learning and Supporting. Sponsorships, donations, and other funds raised will help ATLAS to fund scholarships benefitting the youth and adult limb loss community, such as funding scholarships to the Paddy Rossbach Youth Camp or the Amputee Coalition National Conference.

## **WHAT IS THE MARKETING OPPORTUNITY?**

AMPed Fest is the first of its kind. The local organizations, businesses and individuals who can benefit from this event will create a wide net of exposure. The publicity efforts supported by the Touro Infirmity Foundation, Touro Infirmity and LCMC Health will increase the recognition to a large swath of New Orleans community members. With social media ads, a Facebook event page, on site signage and pamphlets, signage at Touro Infirmity, digital billboards, website recognition, internal and external email campaigns, this event is expected to get an extremely large outpour of support.



# PROMOTION

**SIGNAGE** – Qualifying sponsors will have their logos prominently placed on all signage, digital and print, that is produced for AMPed Fest 2018.

Featured in Touro's monthly **E-NEWSLETTER** (4,500+ subscribers);  
quarterly **PRINT MAGAZINE** (25,000 recipients);

Acknowledgement on **SOCIAL MEDIA CHANNELS**  
(Facebook: 6,700+ likes, Instagram: 1,100+ followers; (twitter: 558 followers)

**POSTER** will include sponsor logos

**T-SHIRT** will include sponsor logos

# DEMOGRAPHICS OF MARKET

Touro network which includes social media, internal marketing to **over 1600 employees, patient networks and digital displays** within the hospital

LCMC Health network which includes publicity efforts on behalf of AMPed Fest

# LIMB LOSS FACTS

- There are nearly **2 million people** living with limb loss in the United States
- Among those living with limb loss, the main causes are **vascular disease (54%)** – including diabetes and peripheral arterial disease – **trauma (45%)** and **cancer (less than 2%)**
- Approximately **185,000 amputations** occur in the United States each year, over 300 in the New Orleans area from diabetes alone.
- In 2009, hospital costs associated with amputation totaled more than **\$8.3 billion. African Americans** are up to four times more likely to have an amputation than white Americans
- Nearly half of the individuals who have an amputation due to vascular disease will die within 5 years. **This is higher than the five year mortality rates for breast cancer, colon cancer, and prostate cancer**
- Of persons with diabetes who have a lower extremity amputation, **up to 55%** will require amputation of the second leg within 2-3 years



# SPONSOR PACKAGES

## **PREMIER TITLE SPONSOR: \$25,000**

Logo Prominently placed on [www.Touro.com/AMPedFest](http://www.Touro.com/AMPedFest)  
Logo on all digital and print ads  
Link from Touro website to your website  
Prominent placement on on-site signage  
Dedicated signage on stage  
Dedicated social media posts on Touro's social media accounts  
Logo on AMPed Fest poster  
Logo on AMPed Fest t-shirt  
Logo on AMPed Fest pamphlet  
Special shout out from MC on stage  
Tent to hand out promotional items  
Opportunity to present on stage to promote your company  
Media access and interviews where applicable  
Sponsor thank you message in the summer issues of In Good Health Magazine  
One Available

## **STAGE PRESENTING SPONSOR: \$7,500**

Logo Prominently placed on [www.Touro.com/AMPedFest](http://www.Touro.com/AMPedFest)  
Logo on all digital and print ads  
Link from Touro website to your website  
Prominent placement on on-site signage  
Dedicated signage on stage  
Dedicated social media posts on Touro's social media accounts  
Logo on AMPed Fest poster  
Logo on AMPed Fest t-shirt  
Logo on AMPed Fest pamphlet  
Special shout out from MC on stage  
Tent to hand out promotional items  
Opportunity to present on stage to promote your company  
Sponsor thank you message in the summer issues of In Good Health Magazine  
One Available

## **OBSTACLE COURSE PRESENTING SPONSOR: \$5,000**

Logo Prominently placed on [www.Touro.com/AMPedFest](http://www.Touro.com/AMPedFest)  
Logo on all digital and print ads  
Link from Touro website to your website  
Prominent placement on on-site signage  
Dedicated signage on Obstacle Course  
Dedicated social media posts on Touro's social media accounts  
Logo on AMPed Fest poster  
Logo on AMPed Fest t-shirt  
Logo on AMPed Fest pamphlet  
Special shout out from MC on stage  
Tent to hand out promotional items  
Opportunity to present on stage to promote your company  
Sponsor thank you message in the summer issues of In Good Health Magazine  
One Available

# SPONSOR PACKAGES

## **SUPPORTER: \$2,500**

Logo on all digital and print ads  
Link from Touro website to your website  
Prominent placement on on-site signage  
Dedicated social media posts on Touro's social media accounts  
Logo on AMPed Fest poster  
Logo on AMPed Fest t-shirt  
Logo on AMPed Fest pamphlet  
Sponsor thank you message in the summer issues of In Good Health Magazine

## **T-SHIRT SPONSOR: \$1,500**

Logo on all digital and print ads  
Link from Touro website to your website  
Prominent placement on on-site signage  
Dedicated social media posts on Touro's social media accounts  
Dedicated logo space on T-shirt  
Logo on AMPed Fest poster  
Logo on AMPed Fest t-shirt  
Logo on AMPed Fest pamphlet  
Sponsor thank you message in the summer issues of In Good Health Magazine  
One Available

## **PARTNER: \$1,000**

Logo on all digital and print ads  
Link from Touro website to your website  
Placement on on-site signage  
Logo on AMPed Fest pamphlet  
Sponsor thank you message in the summer issues of In Good Health Magazine

# EXPO PACKAGES

SEE APPLICATION FOR EXPO

- Expo + First Tier Sponsor (\$1,500)  
*First Tier Sponsor – Includes 1 tent, 1 table, 2 chairs and tent and prominent placement on festival grounds and logo on printed materials*
- Expo + Second Tier Supporter (\$1,000)  
*Includes 1 tent, 1 table, 2 chairs and tent*
- Expo ONLY (\$600)

*Folding 10x10 Tents (1), tables (1), chairs (2) and power for EXPO will be at an additional \$400 cost per vendor.*

**\*All sponsor packages and incentives are subject to change based on availability of media, print schedules, deadlines for receipt of payment and agreement.**

# EXPO APPLICATION

Organization / Business Name: \_\_\_\_\_

First + Last Name of Applicant : \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( \_\_\_ ) \_\_\_ - \_\_\_ - \_\_\_ EXT \_\_\_

Day Phone: ( \_\_\_ ) \_\_\_ - \_\_\_ - \_\_\_ EXT \_\_\_

Email: \_\_\_\_\_

**Size of Booth:** (10x10, 10x20, 20x20)

**Requests Power:** (Yes / No)

**Requests Table & 2 Chairs:** (Yes / No)

**Total Amount Enclosed:** \_\_\_\_\_

*Checks made payable to "Touro Infirmary Foundation"*

\_\_\_\_\_  
**Authorized Signature**

\_\_\_\_\_  
**Date**

*By signing this application, I certify that I shall not recruit or solicit AMPed Fest visitors and guests to become customers of my business or practice for at least two (2) years following the date of my signature.*



# SPONSOR APPLICATION

Organization / Business Name: \_\_\_\_\_

First + Last Name of Applicant : \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( \_\_\_ ) \_\_\_ - \_\_\_ EXT \_\_\_

Day Phone: ( \_\_\_ ) \_\_\_ - \_\_\_ EXT \_\_\_

Email: \_\_\_\_\_

**Sponsorship Level:** [check box]

- Presenting Sponsor (1 available): \$15,000**
- Stage (1 available) \$7,500**
- Obstacle Course (1 available) \$5,000**
- Supporter \$2,500**
- T-shirt (1 available)**
- Partner \$1,000**

**Total Amount Enclosed:** \_\_\_\_\_

*Checks made payable to "Touro Infirmary Foundation"*

**Payment Method:**

Payment Type:  Visa  MasterCard  Amex  Discover  Pay by Check

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

\_\_\_\_\_  
**Authorized Signature**

\_\_\_\_\_  
**Date**

*By signing this application, I certify that I shall not recruit or solicit AMPed Fest visitors and guests to become customers of my business or practice for at least two (2) years following the date of my signature.*

